

Traffic Control has been designed by Openmind Networks to provide intelligent inter- and intra-operator message routing for SMS, MMS and IMS services in a telecom network.

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TRAFFIC CONTROL



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MMO 07

Traffic Control is a feature rich multi-protocol message router which acts as a central hub for all SMS, MMS and IP messaging in a mobile operator's network.

The challenges facing mature operators.....

Message volumes are still growing but revenues are flat or declining. Adding services to retain and attract new customers is complex, slow and expensive.

As a result mobile operators:

- Are facing increasing operational costs due to inability to provide capacity on demand for messaging services.
- Are finding it difficult to differentiate their service offerings from those of their competitors.
 - Are facing the threat of spam and scam attacks on their customers.
 - Are constrained by the lack of innovation and support for legacy platforms from messaging vendors.
 - Are finding succession planning for next generation networks to be very complex and difficult.

Traffic Control allows operators to build more efficient messaging networks which:

1. Reduce costs.
2. Increase revenues.
3. Protect revenues.
4. Deliver new profitable services.
5. Offers value for money

1. Cost Control



Phase out legacy messaging systems, replacing them with a new architecture which delivers real savings on capital and operational expenditure.

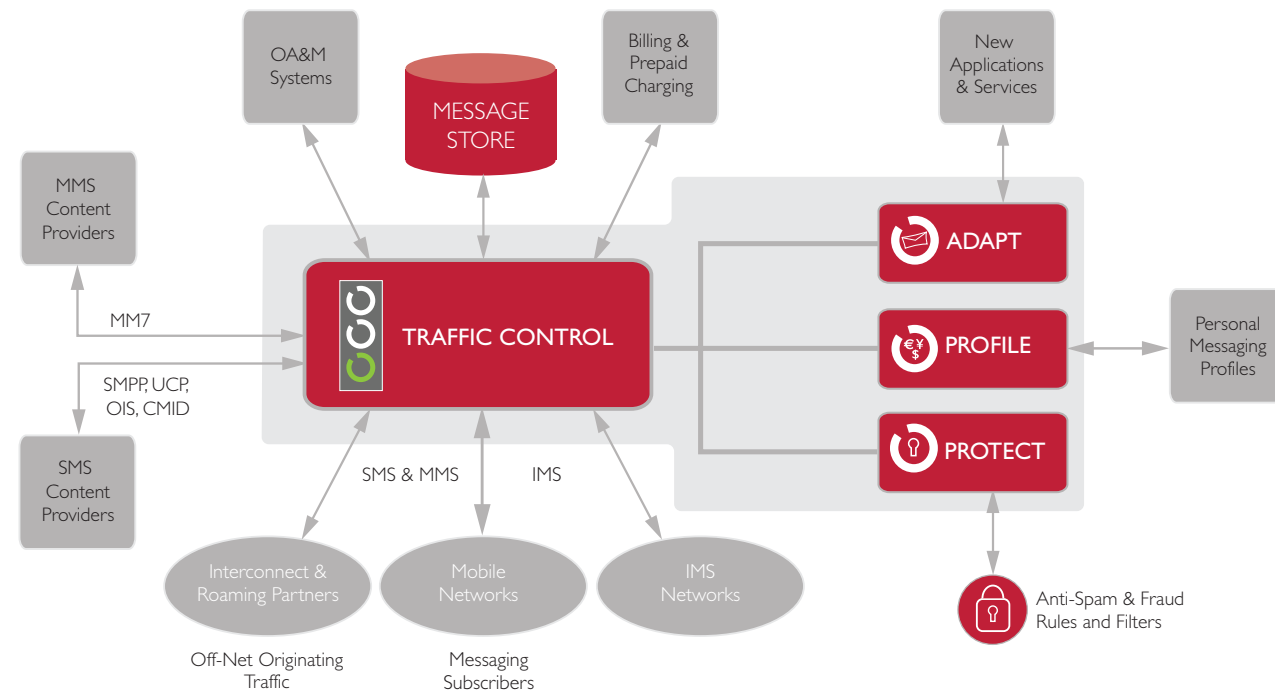
Traffic Control provides capacity on demand for all messaging services. Operators will reduce their overall Capex and Opex spending in messaging systems with Traffic Control as they need fewer hardware platforms to carry SMS/MMS traffic compared to legacy architectures.

2. Revenue Generation



Traffic Control provides a suite of off the shelf applications which enable efficient and seamless deployment of simple value added services with low risk proven business cases.

Services enabled by Traffic Control are more sophisticated than traditional SMSC's as they allow individual subscribers to design the profile of their own messaging services.



3. Revenue Protection



Traffic Control implements the full range of GSMA approved filtering including spam, spoofing, flooding and faking to remove undesirable traffic from fraudsters and spammers, ensuring traffic carried can be charged; internal operations' resources and cost is not unnecessarily wasted; and subscribers are unaffected.

4. New Profitable Services



Traffic Control provides an open API (complaint with J2EE, JEE5 and IBM's WebSphere) for easy development of new services with third parties to deliver consumers a much more personalised content experience. Operators have the ability reduce churn and increase revenues with new custom applications built at internet speeds.

5. Value for Money



Operators can continue to sweat their existing messaging resources whilst ensuring that all further investment in their network is future proof and can take advantage of new technologies and services such as IMS and Mobile IM.

